



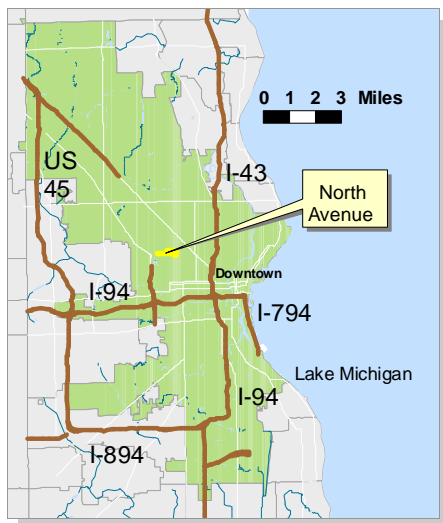
High traffic counts make the intersection of 35th and North an ideal location for this Subway franchise (above).

## Contact

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# West North Avenue 31st St. to Sherman Blvd.

## GATEWAY DISTRICT

The Gateway District serves residents of the surrounding neighborhood as well as employees of the adjacent 30th Street Industrial Corridor, which includes businesses such as Harley-Davidson and WE Energies. The street is also a commuter route for residents of Milwaukee's Northwest Side and neighboring suburbs.

Recent years have seen an upswing in investment in the District. The formation of a Business Improvement District has helped bring about over \$800,000 in streetscape improvements, including new harp lights and banners. Six thousand square feet of new and renovated retail space has been added, and over 100,000 square feet of additional space is planned.

## Residential Characteristics

From 35th and North	1/2 Mile	1 Mile	2 Miles
Population	10,877	37,039	134,187
Density	12,130	11,818	10,364
Households	2,933	10,396	47,536
Owner Occupants	46.7%	56.7%	65.3%
Under 25	59.7%	55.6%	48.6%
% 25–44	25.4%	26.1%	28.0%
% 45–64	11.6%	13.4%	16.4%
% Over 65	3.3%	4.8%	7.0%
Average Household Income	\$32,046	\$32,663	\$34,298
Total Household Income	\$95,080,100	\$339,468,400	\$1,630,419,400
% African-American	85.6%	81.2%	67.0%
% Asian	4.9%	6.0%	3.9%
% White	3.5%	7.1%	23.0%
% Hispanic Origin	3.3%	3.1%	3.5%

## Employees and Visitors

### TRAFFIC GENERATORS

#### Local Retail (representative)

Big Man's House of Blues  
Bill the Butcher  
Deen's Food  
Enchantment Formal Wear  
Fred's Ornamental Outdoors  
Flip Side Records  
Liberty Bank  
Mikeand's Fish Market  
Milwaukee Paint  
Village Valet Cleaners  
Wild Image Graphics  
**Todd Wehr Community Center**  
School for 500 children and  
Boys and Girls Club

#### National Retail (representative)

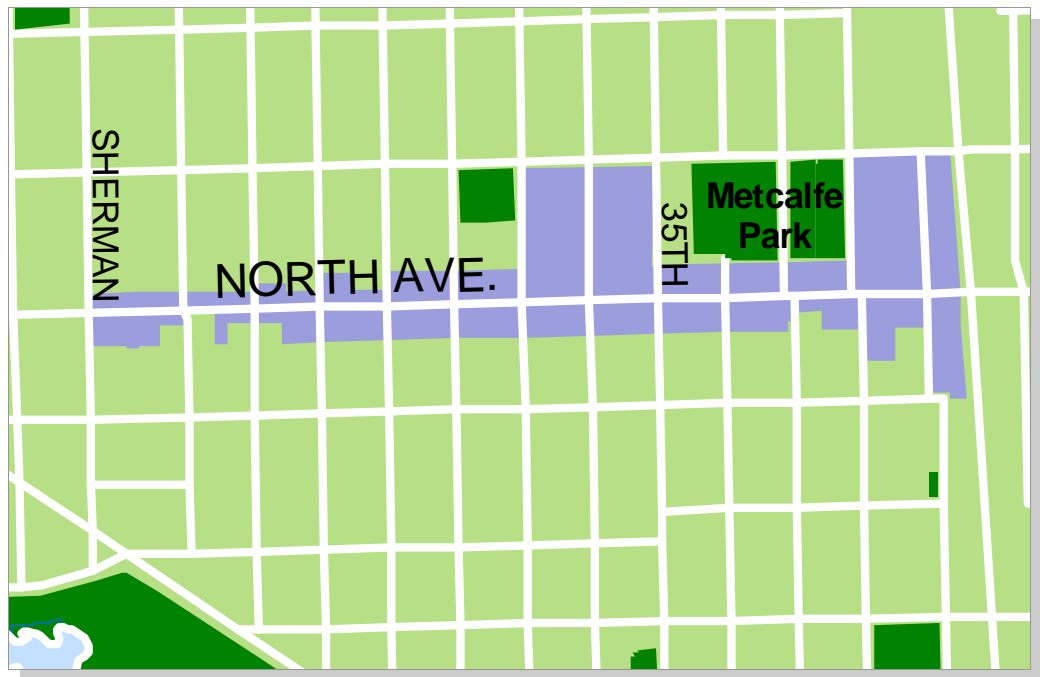
E&M Citgo  
H&R Block  
Jewel Osco  
Rainbow Clothing  
Rent-a-Center  
Subway  
Walgreens

#### 30th Street Industrial Corridor

Manufacturing and corporate firms  
including Harley Davidson and  
WE Energies

## Traffic & Transportation

- 2 Miles from Downtown Milwaukee
- Access to US 41 at Lisbon and North
- 24 Hour Traffic Counts:  
35th & North  
NS 15,650 vehicles daily  
EW 18,100 vehicles daily
- 5 Buslines with average weekday ridership of 33,273



New Covenant recently constructed 72 market rate and affordable townhomes and apartments in the Metcalfe Park neighborhood (left).

Enchantment Formal Wear (right) specializes in wedding and prom dresses, tuxedos, and accessories.



## Local Investments



- 57,000 square foot Jewel Osco (above) — \$7 million
- Urban League & Edison School — \$1.5 million
- Streetscaping project
- Nearly \$250,000 in façade renovations since 2000
- E&M Citgo — \$600,000
- Subway

## Retail Rents

\$6 to \$14 nnn

Mikeandes specializes in fresh meats and seafood.

